

Message Text

UNCLASSIFIED

PAGE 01 SAN SA 02766 141502Z
ACTION OPIC-06

INFO OCT-01 ARA-14 ISO-00 EB-07 ITC-01 AID-05 /034 W
-----141516Z 063682 /50

R 141402Z JUN 77
FM AMEMBASSY SAN SALVADOR
TO SECSTATE WASHDC 4582
INFO USDOC WASHDC
AMEMBASSY GUATEMALA
AMEMBASSY MANAGUA
AMEMBASSY SAN JOSE

UNCLAS SAN SALVADOR 2766

E.O. 11652: N/A
TAGS: EFIN, BTIO, EINV, ES, XK
SUBJECT: BRAKE FLUID MANUFACTURING

REF: STATE 110105

1. IN RESPONSE REFTEL EL SALVADOR IS NET IMPORTER OF BRAKE FLUID IN FINISHED PRODUCT STAGE.
2. TOTAL IMPORTS OF FINISHED PRODUCT IN GROSS KILOGRAMS WERE 100,567 (1974); 141,774 (1975); 130,761 (1976); CORRESPONDING CIF VALUES AT CURRENT PRICES WERE US\$116,063 (1974); US\$237,416 (1975) AND US \$206,855 (1976).
3. U.S. MARKET SHARE RANGES FROM 50 TO 60 PERCENT. OTHER SUPPLIERS INCLUDE GUATEMALA (15 TO 20 PERCENT); COSTA RICA (10 PERCENT); WEST GERMANY, GREAT BRITAIN, ITALY, ETC.
4. NO IMPORTS OF INGREDIENTS REPORTED DURING 1976. PRODUCT IMPORTED IN RETAIL SIZE METALIC CONTAINERS.
5. CENTRAL AMERICAN COMMON MARKET IMPORT DUTIES ARE APPLIED TO IMPORTS FROM NON-CENTRAL AMERICAN COMMON MARKET (CACM)

UNCLASSIFIED

PAGE 02 SAN SA 02766 141502Z

COUNTRIES. EFFECTIVE IMPORT DUTIES: US\$0.20 SPECIFIC PER GROSS KILO AND 25 PERCENT AD VALOREM CIF. THERE ARE MIXING AND PACKAGING FACTORIES OPERATING IN GUATEMALA, NICARGUA, AND COSTA RICA SHIPPING DUTY FREE TO EL SALVADOR.

6. FAIR PROSPECTS SEEN FOR MIXING AND PACKAGING IMPORTED INGREDIENTS IN EL SALVADOR PROVIDED PRODUCT IS HIGH QUALITY.

7. IN ADDITION TO IMPORT DUTIES APPLIED ON NON CENTRAL AMERICA COMMON MARKET IMPORTS, LOCAL INDUSTRY CAN GET ADDITIONAL PROTECTION IN FORM OF FISCAL INCENTIVES. WITHIN THE CENTRAL AMERICAN COMMON MARKET BRAKE FLUID PRODUCED IN EL SALVADOR WOULD COMPETE WITH THAT FROM PLANTS ALREADY OPERATING IN GUATEMALA, NICARGUA, AND COSTA RICA, AS WELL AS WITH U.S. AND EUROPEAN IMPORTS.

8. TALKS HELD WITH LOCAL EXECUTIVES OF TEXACO, ESSO AND CHEVRON REVEALED INTEREST IN JOINT-VENTURE WITH ALL THREE COMPANIES WELCOMING RELIABLE LOCAL SUPPLIER OF FIRST QUALITY PRODUCT. THEY WOULD PROVIDE MARKETING EXPERIENCE AND INFRASTRUCTURE OF RETAIL OUTLETS (GAS STATIONS). FOR MORE DETAILS PROSPECTIVE INVESTORS SHOULD CONTACT: REUBEN L. WALKER, GENERAL MANAGER, TEXACO CARIBBEAN INC; A.P. (06) 344, SAN SALVADOR, EL SALVADOR; VICTOR W. LANDRIGAN, GENERAL MANAGER, COMPANIA PETROLERA CHEVRON LTD. A.P. (06) 334, SAN SALVADOR, EL SALVADOR; WILLIAM MILLER, GENERAL MANAGER, ESSO STANDARD OIL, S. A., A.P. (06) 210, SAN SALVADOR, EL SALVADOR.
LUBENSKY

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: INVESTMENT OPPORTUNITIES, BRAKE FLUID
Control Number: n/a
Copy: SINGLE
Sent Date: 14-Jun-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977SANS02766
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770212-0019
Format: TEL
From: SAN SALVADOR
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770659/aaaabzjl.tel
Line Count: 83
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: f7c3417d-c288-dd11-92da-001cc4696bcc
Office: ACTION OPIC
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 STATE 110105
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29-Oct-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2157404
Secure: OPEN
Status: NATIVE
Subject: BRAKE FLUID MANUFACTURING
TAGS: EFIN, BTIO, EINV, ES, XK
To: STATE
Type: TE
vdkgvwkey: odhc://SAS/SAS.dbo.SAS_Docs/f7c3417d-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009